GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA

STARRED QUESTION NO:307
ANSWERED ON:16.08.2005
INTRODUCTION OF KHADI AND HAND MADE PRODUCTS BY KVIC
Barad Shri Jashubhai Dhanabhai

Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

(a): whether the students in educational institutions have been totally left out from the marketing plan of the Khadi and Village Industries Commission (KVIC);

(b): if so, the reasons therefor;

(c): whether the KVIC has explored the possibility of introducing Khadi and hand-made products in various educational institutions in the country;

(d): if so, the details in this regard;

(e): whether any efforts has been made by the Union Government to set up sales outlets in all schools, colleges and universities so as to encourage the sale and use of Khadi; and

(f): if so, the details thereof?

Answer

MINISTER OF SMALL SCALE INDUSTRIES & AGRO AND RURAL INDUSTRIES(SHRI MAHABIR PRASAD)

(a)to(f): A statement is placed on the Table of the Sabha.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (f) OF LOK SABHA STARRED QUESTION NO. 307 TO TBE ANSWERED ON 16.08.2005.

(a): No, Sir.

(b): There is no scheme envisaging direct participation of students in the marketing plan of KVIC. Students are, however, an import segment of the market. Accordingly, the various missions on khadi and village industries are oriented to produce to suit the needs of the students.

(c)&(d): KVIC requests the State Governments to introduce khadi and polyvastra based products as school uniforms and extends help to schools and colleges running consumer stores, to market khadi and handmade products. During 2003-04 and 2004-05, KVIC conducted 167 and 229 exhibitions respectively in various parts of the country. Local colleges and schools were also involved to a considerable extent in many of these exhibitions.

(e): No, Sir.

(f): Does not arise.